



PRESS RELEASE

FOR IMMEDIATE RELEASE

Surreal Excitement as Star Cruises Launches First-Ever Star Illusions @ Sea

Hong Kong, 25 March, 2015 – Star Cruises, the leading cruise line in Asia-Pacific, is proud to introduce another ‘first’ onboard its fleet with the launch of the *Star Illusions @ Sea*. The first of its kind on a cruise ship, the *Star Illusions @ Sea* is based on the popular optical illusion concept of creating three-dimensional (3D) visuals from two-dimensional (2D) paintings using creative art techniques, making these painting illusions highly interactive and enjoyable for the entire family. Star Cruises invites travellers to be among the first in the world to experience the newly constructed *Star Illusions @ Sea* onboard the Star Cruises fleet, while cruising to exotic destinations in the region.

With the fleet homeported across Asia, Star Cruises promises an out of this world experience with the all new exciting *Star Illusions @ Sea*, the latest onboard attraction that is bound to add a whole new dimension of fun for travellers of all ages. Homeporting in Keelung (Taiwan), SuperStar Aquarius will be the first to kick-start the launch of the *Star Illusions @ Sea* on 25 March 2015. Travelling guests cruising from Hong Kong and Singapore can soon enjoy the excitement and wackiness of the *Star Illusions @ Sea* onboard SuperStar Virgo, Star Pisces and SuperStar Gemini respectively, from 1 April 2015 onwards. SuperStar Libra that is homeported in Penang (Malaysia) will also introduce the onboard attraction to its guests commencing 17 April 2015. The *Star Illusions @ Sea* onboard the Star Cruises ships will offer a unique experience unlike any other. Instead of housing all the artworks in one designated location, the masterpieces will be sprawled out at different locations throughout each of the ships, creating a sense of adventure, as travellers explore and have fun on the ships in search of the *Star Illusions @ Sea*’s artworks.

“At Star Cruises, we are proud to be the first to introduce and showcase the *Star Illusions @ Sea* across our fleet, offering our guests a new and refreshing onboard experience all together. We are confident that this latest onboard attraction will be a big hit among travellers and we will continue to innovate, as well as offer new experiences that will make cruising with Star Cruises the ultimate choice



of holiday destination” said Mr Ang Moo Lim, Executive Vice President, Sales, Marketing and Hotels of Genting Hong Kong Limited.

The *Star Illusions @ Sea* offers a non-conventional approach to artwork, providing pure fun for everyone to interact with many eye-popping artworks. The *Star Illusions @ Sea* is a surreal experience with great activities that will keep travellers both young and old entertained, and perhaps even help them appreciate these painting illusions, which is a form of arts, enhancing their overall journey and holiday experience with Star Cruises.

Before travellers begin their *Star Illusions @ Sea* adventure, be sure to keep your mobile phones and cameras fully-charged and on standby. Once all is set, get ready to immerse yourself in a world of fantastic arts, clicking-away your favourite shots or selfies with many popular *Star Illusions @ Sea* masterpieces onboard the Star Cruises' ships. Step into these paintings, strike a creative pose and watch these painting illusions come alive with your pictures taken in it. Be part of the illusion and have loads of fun, creating unforgettable pictures and memories with various quirky artworks such as posing with the giant scary octopus that seems to be lost and in need of directions, or simply snap-a-shot of you fishing in the cold and freezing Arctic with your new “cool” buddies, or even act out a fighting scene and show-off your toughness or wimpiness against the macho Kick-boxer.

That's not all! Explore many more thrilling painting illusions with your families and friends while onboard Star Cruises, including walking up the red carpet as a SuperStar celebrity with surrounding *paparazzis*, or pretend to be part of an amazing Lion Dance Troupe showcasing your stunning acrobatic skills. Alternatively, engage yourself in the illusion paintings of the deep blue sea in search of treasure with marine creatures swimming by, or role play as a famous chef, displaying your awesome noodle-making skills. Be sure to check out many more mind-blowing illusion paintings that will keep you and everyone amused for hours. Travellers will definitely have a blast and enjoy many laughing moments with these paintings and illusions onboard the Star Cruises fleet.

So be the first and be part of this exciting journey as Star Cruises welcomes its guest to the first-ever *Star Illusions @ Sea* onboard its fleet homeported across Asia. Don't miss this new holiday experience exclusively on Star Cruises.



For more information, please log on to www.starcruiases.com

On Star Cruises, every journey is a voyage of discovery and surprise.

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The Scoop on Star Cruises: Have fun pretending to be a news crew and 'meet' the ship's captain.



I Get a Kick Out of You: Act out a fighting scene against the macho Kick-boxer.



About Genting Hong Kong Limited (“Genting Hong Kong”)

Genting Hong Kong is the leading global leisure, entertainment and hospitality corporation. A primary business activity of the company is cruise and cruise related operations under the brand of Star Cruises, Norwegian Cruise Line and 2 newly joined members, Oceania Cruises and Regent Seven Seas Cruises. These brands operate a combined fleet of 28 ships visiting over more than 450 destinations worldwide, offering approximately 47,400 lower berths and are the world’s third largest cruise operator.

Genting Hong Kong’s first foray in a land-based attraction, Resorts World Manila opened its doors to the public in August 2009. Resorts World Manila is one of the premier leisure brands under the Genting Group and the Philippines’ first one-stop, nonstop vacation spot for topnotch entertainment and world-class leisure alternatives, featuring 3 hotels including a six star all-suite Maxims Hotel, an iconic shopping mall, 4 high-end cinemas and a multi-purpose performing arts theatre.

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